

**Convention and Tourism Advisory Committee**  
**Tuesday, March 6, 2007 – Minutes**

**Members Present:** Bette Timmel, Kathy Tolbert, Abner Perney, Dennis Lauver, Ben Vidricksen

**Members Absent:** Tricia Weems, Jennifer Sturges, Rosie Leek

**Guests/Staff Present:** Keith Rawlings – Salina Bicentennial Center; Mike Harmon – BW Mid America Inn; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber Staff

**Minutes**

The Minutes of the February 2007 meeting were reviewed.

**Financial Statement**

The January 2007 Financial Statement was reviewed.

**Division Updates:**

**Convention Market**

Jo Ann gave the following convention market update:

- Jo Ann stated that a "hot lead" resulted from an ad placed in a meetings publication. Unfortunately, his requirements for a site visit fell outside our current program. We will keep him updated and on file.
- Kansas Crop Improvement – Jo Ann said that this was their first time in Salina and they had a great attendance of 150.
- Kansas Grain & Feed – Jo Ann reported that their secretary is coming for a site visit next week. August 27-28 are the dates they are looking at for their conference.
- Grand Lodge of Masons – The Grand Lodge will be in town March 14-18, 2007.
- Kansas Flying Farmers – Jo Ann said the Flying Farmers would be coming to Salina for the first time March 15-18. Their international president and vice president will be attending the event. She also stated that we have been working on this group for two years. They will be touring Philips Lighting and the K-State Salina Aviation Department. At last count, 84 people will either be flying or driving in.
- Kansas Airport Association – This association of approximately 60 people will also be coming to Salina for the first time. They will meet at the Courtyard by Marriott April 5-6.
- Jo Ann has also had conference calls with Meet Kansas, which promotes the coalition cities as meeting destinations. Jo Ann is on the trade show committee of this group. Jo Ann will be going to Chicago April 10-12 for Meet Kansas and to Kansas City in October for Meetings Market.

**Sports Market**

Tiffany reported on the following:

- 4A State High School Wrestling – Tiffany gave a report on the State Wrestling Championship stating that attendance was great at 5,400, in spite of bad weather on the second day, and 144 wrestlers from 51 schools competed. T-shirt sales were a bit disappointing due to size quantities not meeting demand. Tiffany stated that Kansas State High School is looking at us for a multi-year wrestling contract. Gary Musselman was the KSHSAA representative at the games. [Keith Rawlings interjected that he received a letter from KSHSAA to host wrestling until 2012 and that they will do a press release soon.]
- Tiffany stated that softball and baseball leagues were starting earlier this year and staff would be gearing up for that.
- Kansas Junior Golf – Tiffany said that Tom Rouse would be in Salina on Friday to see about holding a state sectional event here July 23-26, 2007. He likes the size of our community. Eight proposals from hotels have been returned to Tiffany so far in regard to rooms for the participants. The Kansas Junior Golf Tournament has not been held in Salina for a number of years. There is a possible 120 golfers that would compete in the event.
- Kansas 4A State Basketball Championship – Tiffany announced that the 4A State Championship would be held this week at the Salina Bicentennial Center Wednesday through Saturday. This event has been hosted here for more than 20 years. Tiffany said it is customary for a lot of the teams to return to the same hotel year after year. She also stated that the level of play should be improved this year because so many big winning teams are involved. Tiffany has brackets for the games if anyone would like to have one.
- JUCO Blast – Tiffany announced that the Team Banquet would be held on Monday, March 19 but we do not know yet who the keynote speaker will be. Curt Legleiter put a video of last year's Saturday night game highlights together to be shown at the banquet and Tiffany is also planning to take it to the NJCAA annual meeting in Arizona the first week of April. One hundred-fifty to 200 recruiting coaches are expected to attend the games. Tiffany stated that this is our 10<sup>th</sup> year to host the event and it has been the volunteers that have

made that happen. Therefore, she is initiating a "Volunteer Recognition" night program to be held on Friday. Tiffany announced that the Barton County cheerleaders will perform at 6:00 and 8:00pm on Friday and the national award-winning Hutchinson Community College cheerleaders will perform on Saturday at 7:00pm.

### **Tourism Market**

Sylvia gave the following report:

- **KKOA Leadsled Spectacular** – Sylvia and Tiffany attended a meeting last Friday at the Best Western Mid America Inn with Jerry Titus from KKOA, along with Abner Perney, Mike Harmon and others. Discussions centered on parking and drag races during this July's event. Other items discussed included staffing, gates and security. Staff will get back to Jerry Titus with some proposals. Sylvia said she is working to produce a rack card to promote all of Salina's summer car shows.
- **Muscle in the Museum Exhibit** – Sylvia told the committee that this is a "must see" exhibit and encourage them to go to Rolling Hills Wildlife Adventure to view it while it's there.
- Sylvia said that Richard Smalley, Kansas Travel & Tourism, was out touring with a film crew and did site visits at Rolling Hills Wildlife Adventure (Zoo & Museum), Smoky Hill Vineyards & Winery and downtown Salina. Sylvia said she is not sure who we will be paired with but they will be back in April for the actual shoot. The ads produced from this will run in May and be shown out of state.
- **TIAK Co-op Ads** – Sylvia stated that TIAK is offering cooperative ad placements in AAA's *Journeys*, *Cabela's* and *Small Market Meetings* publications, and also a center spread in the May issue of *High Plains Journal*, which has a circulation of 53,000.
- Sylvia said the newly formed Publications/Communications task force regarding Chamber publications met on Monday and will meet again next Monday and that she will update the committee at the April meeting.
- **Kansas Travel & Tourism** – Sylvia announced that Kansas T&T would host a media event social in Denver in April to showcase the Kansas to Denver area. This event is fairly affordable and close. Salina may participate.
- **Great Escapes Expo** – Sylvia said that Andi would be manning a Salina booth at the Great Escapes Expo in Fort Riley the last weekend of this month. Salina Arts & Humanities is co-oping this booth with us. Andi will be promoting Salina's attractions and upcoming events. We will also have a drawing for a prize basket.
- **Kansas Tourism Initiative** – Sylvia spoke at the recent KBBA meeting in Wilson, making a KTI presentation. She announced that their web site, [www.thekti.net](http://www.thekti.net), is now up and running and that the taskforce is hard at work gathering information.
- **TIAK** – Sylvia will be attending the TIAK executive meeting this week. Plans for TIAK's annual meeting in Topeka this fall are on the agenda. It is TIAK's 25<sup>th</sup> anniversary this year.
- **Rolling Hills Wildlife Adventure** – Sylvia gave a presentation on tourism to RHWA's summer staff informing them of the impact of the tourism industry and what there is to see and do in Salina. Prizes were given away. Phyll Klima of Salina Downtown, Inc. also attending the seminar.
- Sylvia and Dennis Lauver attended a Way Finding signage committee study session where an overall thumbs-up was given to the new concept. It was concluded that new way-finding signage is very much needed and the timing is good to receive funding from KDOT. Abner Perney stated that the City Commission is looking at a master plan for the City.
- Sylvia announced that a new Convention & Tourism Advisory Committee member, Ardean Maxey, has been appointed.

### **Statistics:**

- Sylvia reported that based on the Smith Travel Report (STR), occupancy was down, the average daily rate was up, and there was a 1.3% increase in RevPar.

### **Committee Discussion**

Mark Harmon thanked Abner Perney for attending the KKOA meeting and was appreciative of the professional engineering study group working on the parking situation. Mike also stated that *Rod & Custom* magazine had an article on last year's show that mentioned Salina. He also said that Jerry Titus is looking for the show to grow, and if not in Thomas Park, somewhere else in Salina.

Kathy Tolbert announced that muralist Paul Barker had been back to Rolling Hills Wildlife Adventure and has painted another nine exhibits. She also announced that Vickie Spicer is their new director of marketing/development. Kathy said they are gearing up for this spring's school groups and they will be hosting more scouting events as well.

Bette Timmel mentioned the tree removal and replanting taking place in the downtown area.

Ben Vidricksen announced that they would be breaking ground on the Scouting Museum at the Yesteryear Museum within 30 days and expects it to be built by the middle of the summer. They received \$300,000 in grant money for the museum. A volunteer group from Kansas Wesleyan University is helping with the project.

Abner Perney announced that the City Commission approved a plan to put paving on Diamond Drive leading up to the Yesteryear Museum. Abner also mentioned two other car shows this summer, the Art Cars at the Smoky Hill River Festival and Santa Fe Day. He also said the SCCA's divisional will be June 1-3 and that 2006 was the biggest year yet for SCCA with 100-120 drives, most attendees coming from out of town.

Keith Rawlings announced that the Cagerz would be back for sure but the schedule has not yet been set. The MercyMe concert was a big success and their promoter is working on having another show. Tickets for the Jeff Dunham concert on May 16 go on sale March 16. The Monster Truck Show is coming up March 31. The Mid-America Farm show is March 27-29. Keith also announced that the first part of the scoreboard is up and they are hoping to get the last sponsor signed up soon. He also said the new collages above the lobby doors are in place as are new signs over the arena portals.

### Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held April 3 at the Chamber.

The meeting adjourned at 8:42am.